

Swain School of Design

at the

William W. Crapo Gallery

19 Hawthorn St. New Bedford, Mass.

1949 - 1950

Approved by the
Collegiate Board of Authority

OFFICERS

Trustees

Mrs. Mary G. Batchelor	Theodore H. Rice
Charles F. Broughton	Oliver Ricketson
John H. Clifford	Mrs. Palmer Scott
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Mrs. Andrew G. Pierce	William Tallman
Oliver Prescott, Jr.	

Director — Albert N. Alderson

Secretary — Miss Alda Alves

The Swain School of Design, founded in 1881, operates under a limited endowment fund established under the will of its founder, William W. Swain. While there is no charge for tuition, registration fees are assessed each student, as set forth elsewhere in this catalog, as a guarantee of faithful attendance and earnest endeavor. The school is a Charter Member of the American Federation of Arts, and holds the distinction of being the oldest private school in the State devoted entirely to the teaching of Art.

The courses offered for the coming year will be Commercial Art, Fashion Illustration and Sign Painting.

EVENING

Four year certificate programs are offered in Commercial Art.

There are also classes in Design, Drawing and as a hobby.

REGISTRATION *and Fees*

Day Division	\$90.00 per yr.
Evening Division	\$30.00 " "
Saturday A. M. Division	\$15.00 " "
Locker Rental	\$ 2.00 " "
Drawing Board Rental	
(Evening & Saturday)	\$ 1.50 " "
Laboratory Fee (<i>Day Division</i>)	\$ 3.00 " "

Art Materials may be purchased at
the school store.

ADMISSION

Applicants for admission to the Day Division will be interviewed at the School and must bring with them samples of their work and also three letters from reputable persons in regard to their character and background. A High School diploma is not required. All students accepted for admission to this Division will be on probation for the first semester and at the end thereof will be dismissed, unless they satisfactorily meet the standards of work and character which the School requires. *

Applicants for the Evening Division accepted on approval of the Director.

DIVISION

Painting, Watercolor, Fashion Illustration, and Com-

Painting for those who wish to pursue such fields



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Commercial Art Subjects

FRESHMAN	Clock hours	Units of credit
Art History	2½	2
Color Theory	2½	2
Composition	2½	2
Design	7½	4
Freehand Drawing	7½	3
Perspective	2½	2
	25	15

SOPHOMORE

Advertising Principles & Practice	2½	2
Anatomy	2½	2
Composition (advanced)	2½	2
Lettering	2½	2
Life Class	5	2
Texture Rendering	2½	2
Oil Painting	5	2
Water Color	2½	1
	25	15

JUNIOR

Advertising Layout	10	7
Advertising Illustration	2½	2
Illustration	2½	2
Life Class	5	2
Advertising Survey	2½	1
Water Color	2½	1
	25	15

SENIOR

Advertising Layout	12½	8
Advertising Illustration	2½	2
Illustration	2½	2
Life Class	5	2
Thesis	2½	1
	25	15

Fashion Illustration Subjects

FRESHMAN	Clock hours	Units of credit
Art History	2½	2
Color Theory	2½	2
Composition	2½	2
Design	7½	4
Freehand Drawing	7½	3
Perspective	2½	2
	25	15

SOPHOMORE

Advertising Principles & Practice	2½	2
Anatomy	2½	2
Composition	2½	2
Lettering	2½	2
Life Class	5	2
Pen and Ink Rendering	2½	2
Oil Painting	5	2
Water Color	2½	1
	25	15

JUNIOR

Fashion Illustration	10	7
Advertising Illustration	2½	2
Illustration	2½	2
Life Class	5	2
Advertising Survey	2½	1
Water Color	2½	1
	25	15

SENIOR

Fashion Illustration	12½	8
Advertising Illustration	2½	2
Illustration	2½	2
Life Class	5	2
Thesis	2½	1
	25	15

60 Credits of a C grade are required for a Diploma

EVENING DIVISION

Four year certificate programs are offered in Oil Painting, Watercolor, Fashion Illustration, and Commercial Art.

There are also classes in Design, Drawing and Painting for those who wish to pursue such fields as a hobby.

